Department of Culture and the Arts and Lotterywest co-badge user guide

Government of **Western Australia**
Department of **Culture and the Arts**

lotterywest supported

Issue 6 – February 2015

The aim of this user guide

The Department of Culture and the Arts and Lotterywest provide significant funding for culture and the arts in Western Australia through the Arts Lottery Account.

We have developed this guide to help our grant recipients to acknowledge the source of their funding.

We are proud of our logos and naturally want to make sure whenever they're used, they're used properly.

To help you we have provided our joint logos positioned together. The logos should be used on letterhead, displays, signage and in other appropriate places. This will allow the wider community to appreciate the source of your funding and will reduce the risk of our logos being reproduced inconsistently.

If you have any questions about this guide or require a version not available here, please contact our Communications team – we will be very happy to help.

You can reach us by email at communications@dca.wa.gov.au or by telephone 9224 7310 or Toll Free (within WA) 1800 199 090.

The logo combinations

We've tried to make the selection of the appropriate logo as easy as possible by making the combination of logos available in two electronic formats and five design variations to suit a wide variety of contexts.

EPS JPEG

Lotterywest cobadge colour positive

EPS JPEG

Lotterywest cobadge mono positive

EPS

Lotterywest cobadge mono negative

Which format

The two electronic formats available are EPS or JPEG.

- EPS is the format for print reproduction. Use this option for press, general advertising, brochures, leaflets, signage and any other professional printing or high quality reproduction.

The EPS format is a standard format for the printing industry.

- The second format is JPEG, a low resolution format suitable for computer screen use, internally printed newsletters (eg using Microsoft Word or Powerpoint). It is also suitable for use on web pages.

To download the version you require simply click on the relevant button.

Which design

The combination has been designed for use in many different situations and are available in the following:

- Colour
- Mono positive
- Mono negative

Colour

You should always use the correct colours when producing a colour version of the logos.

The recommended Department of Culture and the Arts colour is black

Preferred and minimum size and exclusion zones

When using the co-badge logo, the State Coat of Arms should be approximately 20mm wide (when measured tail to tail).

In circumstances when a smaller size is required, the co-badge logo must be sized so that the width of the State Coat of Arms is no less than 15mm (when measured tail to tail).

Never 'crowd' the identity with other logos, pictures or symbols. Please adhere to the exclusion zone guidelines shown right.

Placement

The combined logos should be placed correctly in the horizontal format as shown.

Note: Always take note of the minimum size and exclusion zone when sizing and positioning logos in relation to your own and other logos.

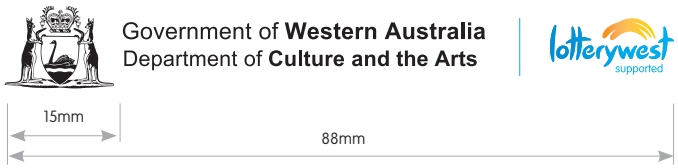
Other supporters

If the Department of Culture and the Arts and Lotterywest are among other organisations supporting your organisation consider ranking the sponsors according to the level of their funding.

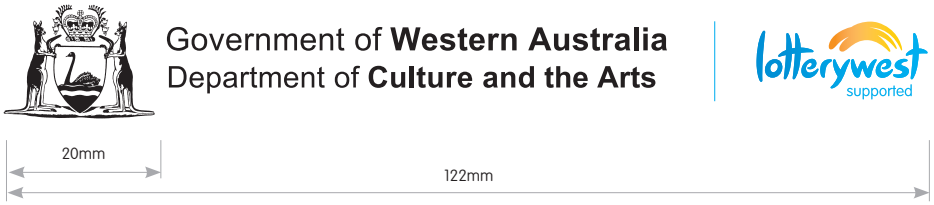
If you need help

We are always happy to help ensure that our logos are used properly.

If you have any questions about how to use the logo please contact our Communications teams on 6552 7390 (Department of Culture and the Arts) or 9340 5283 (Lotterywest).



Minimum size



Preferred size

Exclusion zone